

Do Not Remove

DPB File Copy  
Bookcase

# MAJOR EXHIBITION PROGRAMS

## FISCAL YEAR 1974

SMITHSONIAN INSTITUTION

September 1972  
Supplement to FY 74  
Submitted Request to OMB



The major permanent exhibitions of the Smithsonian Institution are nationally and internationally recognized as among the best examples of public communication and education in the museum world. In fiscal year 1972, the Major Exhibition Programs approach to planning and budgeting was established to enable the Smithsonian to revitalize the older permanent exhibits and to produce highly significant presentations on new and relevant knowledge in the fields of science, technology and history. The new exhibits are installed in the existing public spaces of the Smithsonian museum buildings.

The purpose of museums is to educate as well as to entertain. In order to function effectively in both capacities, it is necessary to widen the scope of the visitor's participation in the museum experience. If the educational aspects of the museum are to have a lasting impact on the museum-goer this is especially important. The presentation of new exhibitions on topics that are meaningful to the visitor and relate to his place in history, as well as his day-to-day existence, are essential to the museum function. Further, the museum must broaden the participation of the visitor by: properly orienting him, as he arrives, to the exhibits available; adequately explaining individual objects in the context of the particular exhibition; and providing educational materials that can be taken home to be read and studied. Each of the major exhibitions will include a related popular publication to be sold in the museum sales shop.



To continue this program of revitalizing the Smithsonian museums the following permanent exhibition programs are proposed for fiscal year 1974.

"Benefits From Flight" in the National Air and Space Museum, requiring \$500,000; "The National Treasures" in the National Museum of History and Technology, requiring \$400,000; and the first phase of "Ecological Archeology" in the National Museum of Natural History, requiring \$50,000 (production and installation funds will be requested in FY 75). The total of \$950,000 in non-recurring funds will be spent largely for contractual services, supplies and equipment for these specific exhibits. Each exhibition is briefly described on the following pages.



# BENEFITS FROM SPACE

The National Air and Space Museum proposes a unique major exhibition directed to two important goals:

1. Exemplifying the many applications on earth of the extensive knowledge gained in the course of developing air and space flight.
2. Communicating to the visiting public the myriad specific possibilities for further applications, using the museum as a catalyst in the transfer process.

Man's progress into the third dimension has been spectacular, resulting not only in diverse vehicles and systems, but in many novel materials, computation systems, manufacturing processes, power sources, electronic principles, and control methods, together with their devices.

How has our quality of life been affected by these expensive advances? To what extent has the American taxpayer benefited so far, and what can he expect in the future? "Benefits From Flight" will address itself to these questions.

Initial planning for the exhibit was begun in FY 1972 and is continuing through FY 1973. The exhibit will be designed to be one of the central, permanent exhibitions in the new National Air & Space Museum to be opened on the Mall in 1976. Modular design will allow it to open to the public in existing temporary quarters in FY 1974, the year of NASA's earth-orbital Skylab program which relates directly to it.





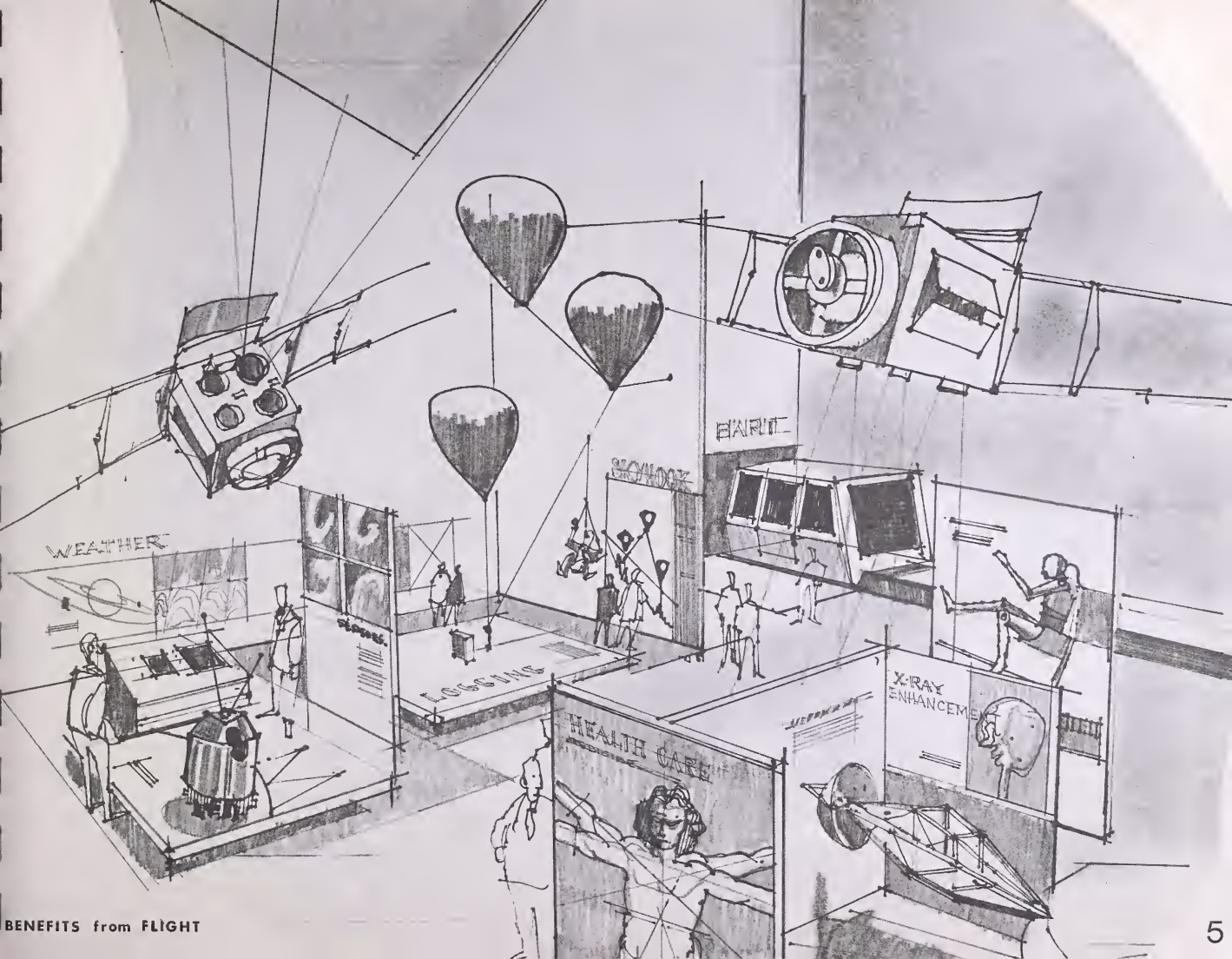
"Benefits From Flight" will use modern museology to transform complex principles and devices into easily understood examples of applications in such diverse fields as health care, housing, education, law enforcement, industrial productivity, recreation, personal transportation, waste management, and environmental effects. While designed primarily for the lay visitor, a catalog with an extensive list of source material will be available for those interested in pursuing further research. Thus the exhibit will not be an end in itself, but will serve as a catalyst for stimulating greater transfer of information between supplier and user. With an estimated four million visitors a year, "Benefits From Flight" can serve as a powerful and productive channel for this sorely needed technology transfer process.

The exhibition is estimated to cost \$500,000 and will require approximately 10 months to complete.

Design and production of modular exhibit components	\$160,000.00
Electro-mechanical visitor response systems	100,000.00
Exhibits preparation and installation	200,000.00
Illustrated catalog of exhibit	30,000.00
Security systems	<u>10,000.00</u>
	\$500,000.00

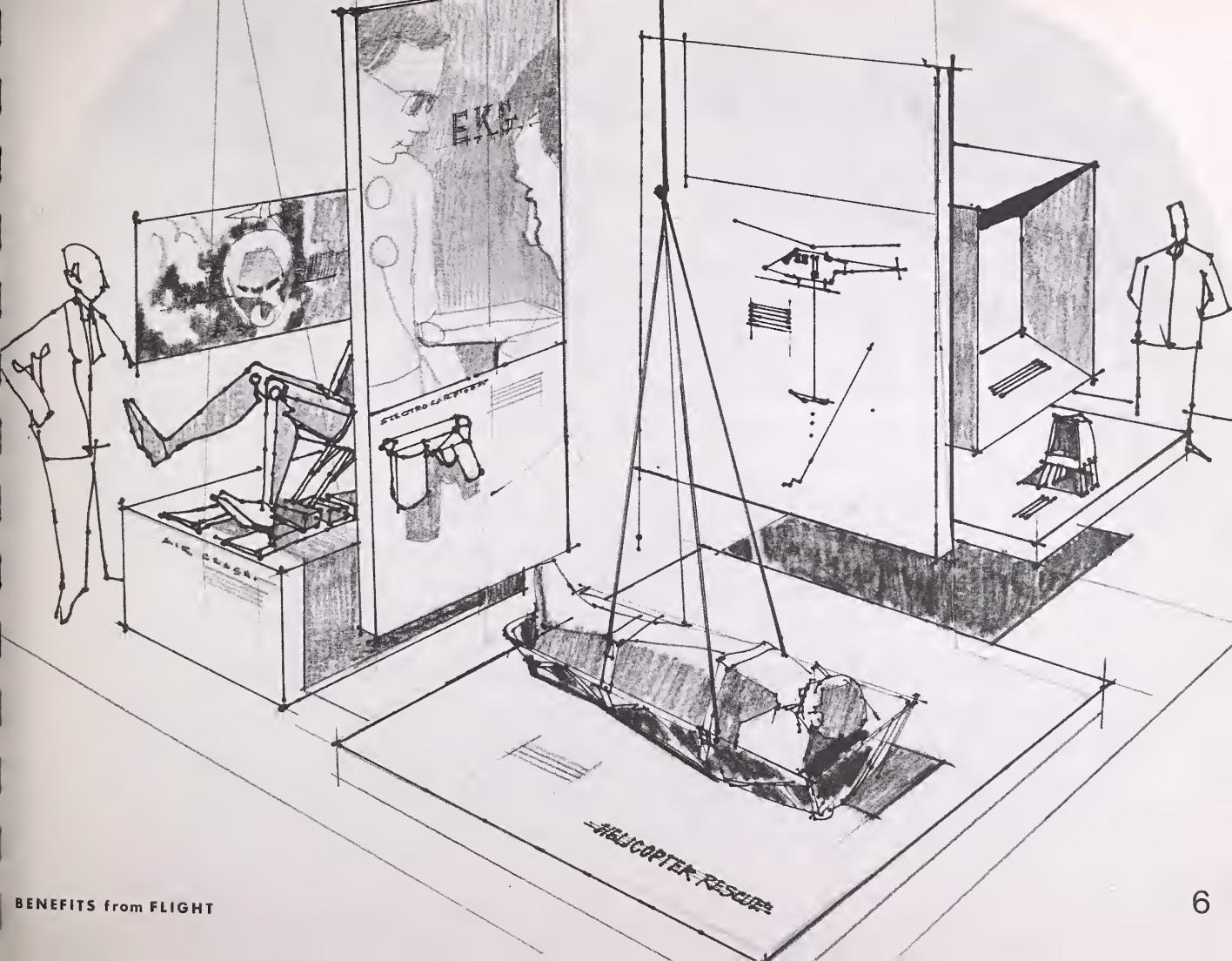
Time to complete: 10 months (May 1974)





BENEFITS from FLIGHT









# THE NATIONAL TREASURES

At long last, the American people will celebrate their National Treasures in The National Museum of History and Technology.

Ever since the United States Congress transferred the nation's "cabinet of curiosities" from the Patent Office to the Smithsonian Institution in the mid-19th century, The National Museum of History and Technology (and its forerunner, The National Museum) has been the treasury of many of the most memorable riches of our American heritage. As the nation approaches its 200th birthday in 1976, it is fitting to feature these historic possessions in a dramatic and distinctive setting at the museum.

Accordingly, The National Museum of History and Technology proposes to exhibit the predominant artifacts marking the American Bicentennial. These will be displayed in a room of appropriate significance in an area adjoining the Star-Spangled Banner and the new Hall of Political History, now being developed.

The consummate effect will be an exhibition of the "crown jewels" of the American Republic. It will serve as a source of pride and pleasure to view such objects as George Washington's own uniform and the sword he wielded to win our freedom, Thomas Jefferson's "traveling" clothes and the desk on which he drafted the Declaration of Independence, Benjamin Franklin's hand-operated





printing press, the Sheffield candlesticks used in sealing the Treaty of Paris that ended the Revolutionary War, John Jay's Supreme Court robe, John Adams's chess set and family bible-- to mention only a few of the prize possessions.

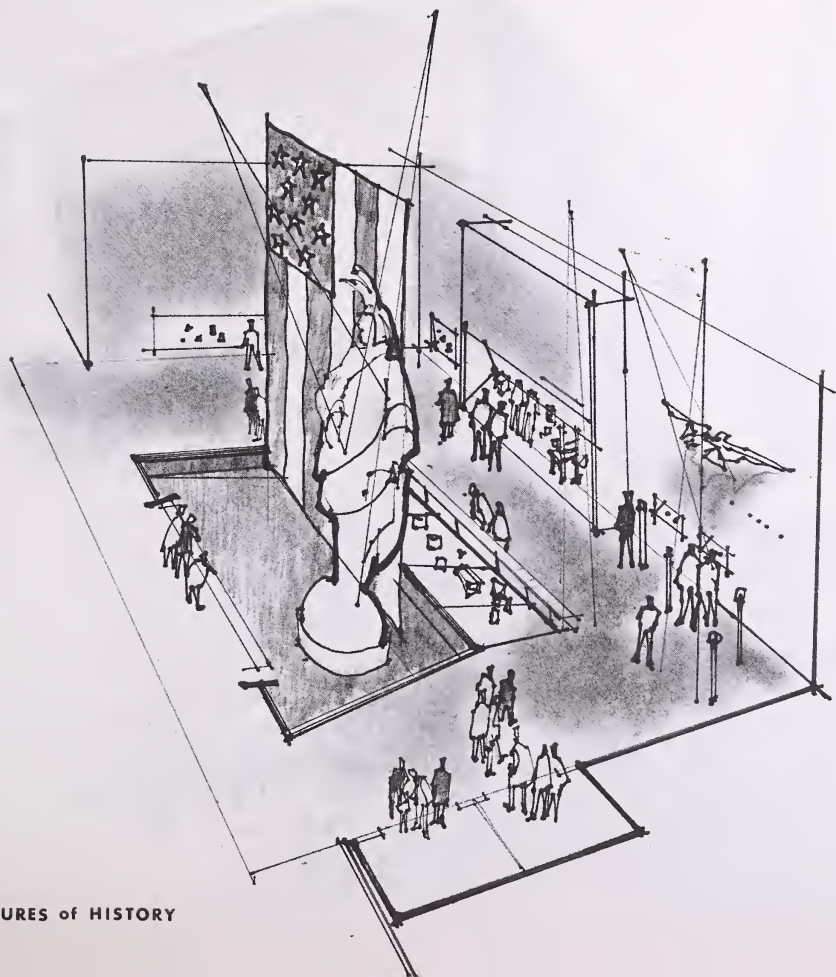
This remarkable memorabilia of the nation's origins surely will inspire and instruct the millions of visitors from here and abroad who attend the museum each year. Because of the signal importance of this exhibit, the museum proposes to publish a special guidebook to our National Treasures, placing each object in historic perspective. Moreover, the guide will be available in several languages for foreign visitors who will want to participate in the Bicentennial.

Exhibition Design and Modifications to existing space	\$350,000.00
Conservation of Specimens	25,000.00
Bilingual Guidebook and Catalog	15,000.00
Security Systems	<u>10,000.00</u>
	\$400,000.00

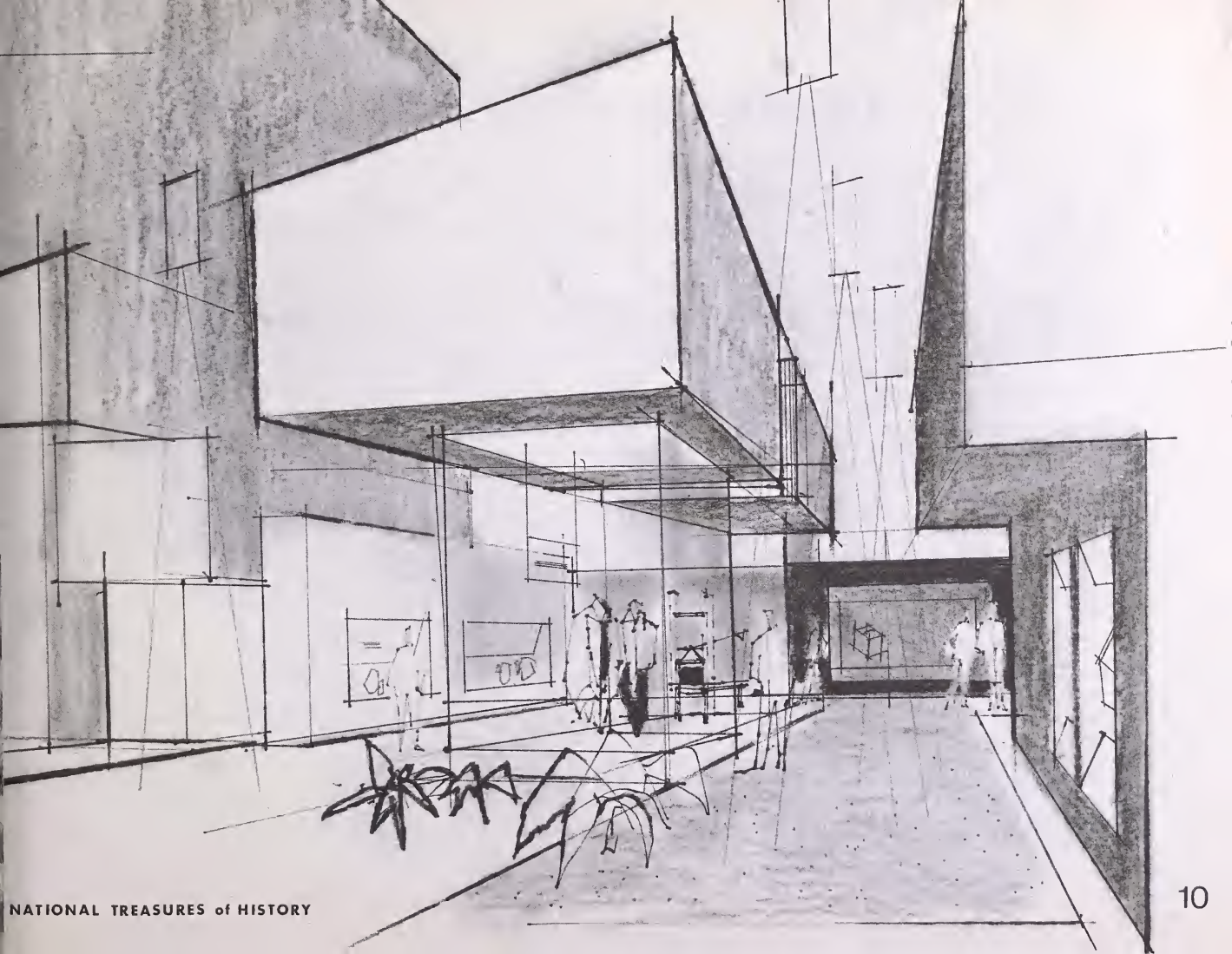
Completion time: 12 months (September 1974)

NATIONAL MUSEUM OF HISTORY AND TECHNOLOGY











# ECOLOGICAL ARCHEOLOGY

This exhibition is planned to replace the oldest of the existing, permanent exhibitions in the National Museum of Natural History, the Hall of Latin American Archeology, opened in 1954. The new exhibit will be on the same subject matter but in a dramatically new and updated scientific interpretation of the subject. The ecological approach of today's archeologists and the theme of presentation completely outdates the existing exhibition. The exhibit will use specimens unique to the museum's collections and will be prepared under the direction of the museum's staff of scholars who are among the leading proponents of the science of archeology as a study of human ecology through time and space.

Modern archeology may provide a key and offer new insights for long-range predictions on man's utilization of his environmental resources. It is no accident that high civilizations of the Western Hemisphere developed where they did. Archeology--the science of reconstructing the history of man's past without the benefit of written records--is providing the information needed to better understand why certain societies flourished while others disappeared. These reconstructions lead into the early documented historical records and the early ethnological studies. Data on past cultures in the Western Hemisphere help in understanding present-day situations, clearly illustrating various adaptations and exploitations of man in environments that range from tropics





through deserts and mountains to inter-montane valleys. The history of the development of the American Indian in the Western Hemisphere may well make meaningful and far-reaching contributions to modern civilization.

The following significant themes will be developed and illustrated:

Man's entry into the New World--via the landbridge--as hunter, fisherman and gatherer, and his spread throughout the Western Hemisphere as early as 25,000-40,000 years ago.

The favorable environment and the availability of wild plants that lead to the domestication of corn, which spread throughout the New World and became a basic crop of the European conquerors. Hybrid varieties so important to our present economy are derived from this native American plant first domesticated about 5,000 B.C.

The other plants--equally important in our daily lives today--also domesticated in America will be presented such as the avocado, bottle gourd, chili pepper, common bean, cotton, peanut, sweet potato and white potato and manioc.

The combination of some of these plants--maize and the common bean--provided a nourishing balanced diet without large consumption of meat and permitted a sedentary, rather than wandering, life. This, in great part, allowed man to turn his attention to other pursuits and caused the appearance of impressive ceremonial centers.



The relationships between the high degree of specialization and a stratified society with an advanced technology in some civilizations and the sociopolitical and economic exploitation of the particular environment in which these societies existed.

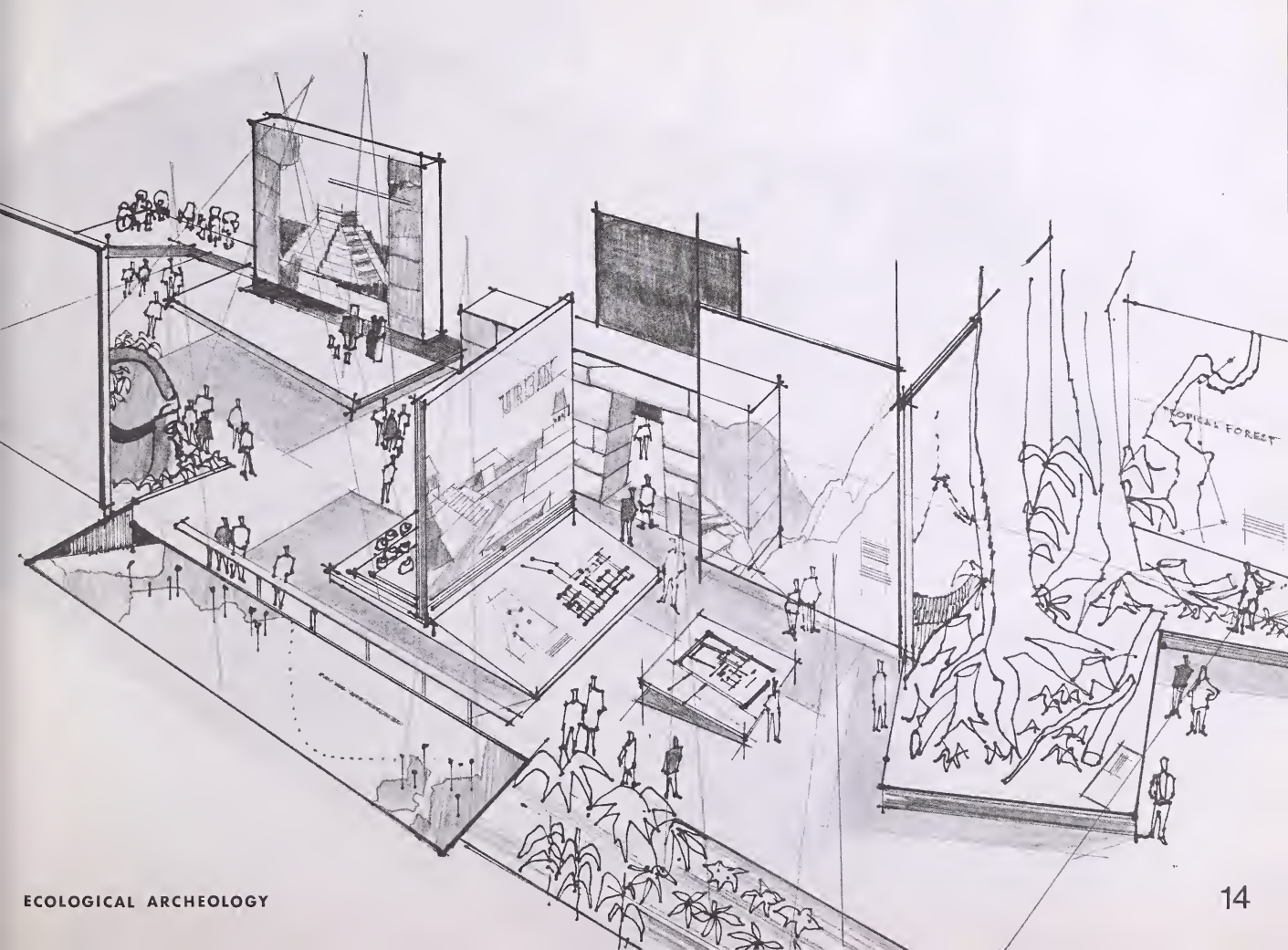
Recent conclusions will be presented such as evidence that suggests pottery making was not an independent invention in the New World but was introduced as a full-blown technology and craft from Asia to the coast of South America as early as 3,200 B.C.

This exhibition will provide a new approach to the science of archeology never before presented in any museum in the world. It will encourage the visitor to appreciate the heritage of various cultures of the Western Hemisphere so that they can better understand the present situations and stresses as mankind seeks to adapt to a way of life balanced with his environment. The exhibition will require two years effort to complete.

It is estimated that planning and design will cost \$50,000 and can be completed in fiscal year 1974.

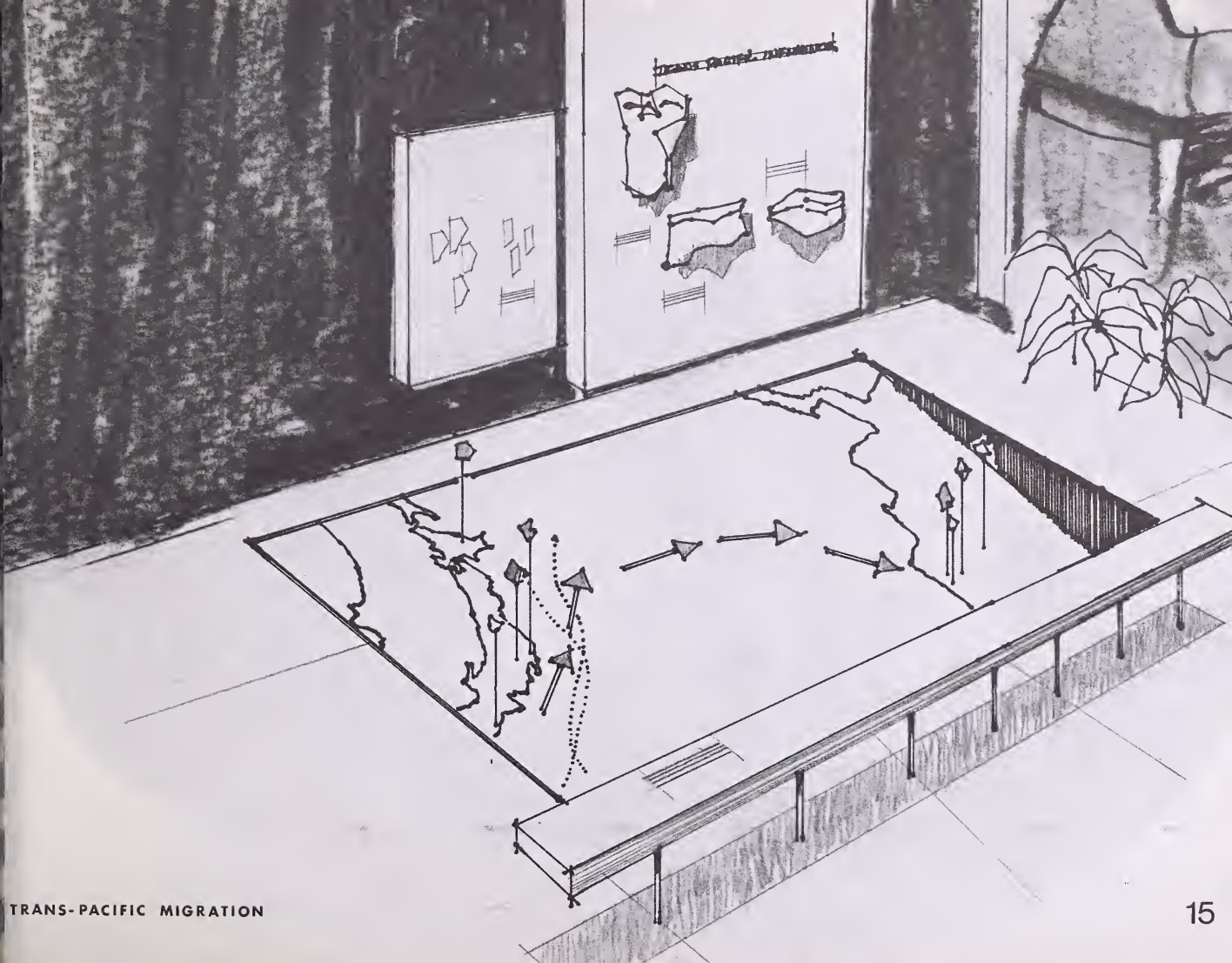
The costs of production and installation are estimated at \$425,000 which will be requested in fiscal year 1975.

















SMITHSONIAN INSTITUTION LIBRARIES



3 9088 01681 0814